

Social Media Program to Promote Foreign Service Recruitment



Project Title	Social Media Program to Promote Foreign Service Recruitment
Project Summary	Inspire prospective candidates to become the next generation of U.S. diplomats through the creation of an effective and powerful communications strategy that includes creative use of social media platforms and identifying targets of opportunity with traditional media.
Country	United States

Project Description

Seeking a communications savvy creative who can add innovative value in the public messaging done within the Bureau of Human Resources! Become a member of a team of 28 that includes 16 Diplomats in Residences (DIRs) who are based at universities around the country and 12 Washington-based Civil and Foreign Service recruiters dedicated to recruiting diverse, competitive candidate for State Department careers and internships. You will work directly with the DIR for the Midwest on curating and creating innovative content that can be featured on the DIRMidwest official Facebook page as well as the State Department Twitter feed. You will assist with the social media communications strategy for DIRMidwest and assist in identifying opportunities to work with traditional media outlets when the DIRMidwest is doing outreach across her region which includes Illinois, Iowa, Minnesota, North Dakota, and Wisconsin.

Required Skills or Interests

Skill(s)

Analytical writing

Writing

Storytelling/blogging/vlogging

Additional Information

The ideal intern for this position will be a:

Strategic thinker who can assist in creating communications plans to support the DIRMidwest's recruitment efforts.

Innovator who understands the digital landscape and can create and curate content that will be meaningful and powerful.

Inspirational writer. Thoughtful writing will be important when profiling State Dept. employees and interns.

Understanding the art of headline writing and important of writing engaging introductions is equally important.

Visionary and creative that is passionate about public service and can tell the State Department's story through photo and videos.

Networker who can seek out opportunities in the DIRMidwest region to arrange local interviews via print, radio, and TV.

Language Requirements

None